MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2021/2022

BRM2034 – RESEARCH METHODOLOGY

(All sections / Groups)

8 AUGUST 2022
9.00 A.M. – 11.00 A.M.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 3 pages (including cover page) with 4 questions only.
2. Attempt **ALL** questions. All questions carry equal marks and the distribution of marks for each question is given.
3. Please prepare all your answers in the answer booklet.

Question 1

a) Referring to the seven-step process involved in the Hypothetico-Deductive Method, briefly explain what you need to do in **Step 2**, i.e. after you have identified the broad problem area and before proceed to develop the research framework and hypothesis. Explain this step with relevant research examples. (12 marks)

b) Research can be undertaken for two different purposes which are basic research and applied research. Provide one research example for "applied research". Justify with **FIVE (5)** reasons why it is an applied research and not basic research. (13 marks)

[TOTAL 25 MARKS]

Question 2

Changes from the mode of learning in person to learning online due to the global pandemic have brought up tremendous difficulties for university students. Changes disrupt previous learning routines developed under the mode of face-to-face learning, thus creating uncertainties. Previous research demonstrated that uncertainty is positively related to stress. The rise of uncertainties amidst the new changes will be likely to lead to a higher stress level. Previous research also showed that stress levels correlate with students' academic performance negatively. In addition, literature also indicated that male and female students may experience different stress level when face with online learning uncertainties. The targeted participants are 300 university students who were experiencing a transition from face-to-face learning to online learning.

You are required to:

a) Identify the research problem. (3 marks)
b) Draw a conceptual framework that reflects all the relationships. (7 marks)
c) Formulate **FOUR (4)** hypotheses. (8 marks)
d) Provide **TWO (2)** practical implications. (4 marks)
e) Suggest a suitable data collection method. Justify your answer. (3 marks)

[TOTAL 25 MARKS]

Question 3

Research shows that volunteering can enhance students' academic development, personal skills development, and a sense of civic responsibility (Smith et al., 2010). Benefits of volunteerism were also associated with their career choice and employability after graduation. A lecturer would like to conduct a research study on the characteristics of students' who often get involved in the volunteering activities. Specifically, this study aims to determine the type of students who should be approached in volunteering opportunities.

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Based on the scenario above, respond to the following research design questions.

i. What would be the nature of this study - Exploratory, descriptive, correlational, or causal study? Justify. (3 marks)
ii. What would be the extent of researcher interference? Justify. (3 marks)
iii. Would it be a field study, lab experiment or field experiment? Justify. (3 marks)
iv. Would it be a longitudinal or cross-sectional study? Justify. (3 marks)
v. What would be the unit of analysis? Justify. (3 marks)
vi. Explain **FOUR (4)** types of students' characteristics that can be used to analyse the results. (4 marks)
vii. Identify **THREE (3)** possible independent variables that may enhance the participation of students in volunteering activities. (6 marks)

[TOTAL 25 MARKS]

Question 4

a) Operationalise "academic performance" with **TWO (2)** relevant questions, using interval scaling for the answers. (6 marks)

b) What kind of sampling designs would be used for the following studies?
   i. A sample of 50 from each group (workmen, foremen, counselors) to offer stress management seminars in a manufacturing firm. (2 marks)
   ii. The generalizability of the use of drugs and study results of students from a sample of 250 to the total population of 1000 students in the entire business college. (2 marks)
   iii. An investigation to assess the reactions of employees to a newly health benefits scheme for the entire 10,000 company's employees regardless of departments. (2 marks)
   iv. A company wants to investigate the initial reactions of heavy soft-drink users to a new "all natural" soft-drink. (2 marks)
   v. A marketer wants to generate some ideas on how women differ from men in acquiring product knowledge about cars. (2 marks)

c) How observation may help to solve problems? Discuss **THREE (3)** drawbacks of observation. (9 marks)

[TOTAL 25 MARKS]

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